

# Staff Optimization using Artificial Intelligence

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**Abstract:** *In recent years, with the increase in the number of shopping centers and consumer expectations, comprehensive research on the performance evaluation of shopping centers has started to be needed. In the performance evaluation process, it is very important to determine the correct staffing criteria. In this study, the staffing criteria were determined by reviewing the literature and interviewing experts and managers in the shopping center sector. In the next step, the Analytical Hierarchy Process (AHP), a multi-criteria decision making (MCDM) method, was used to determine the significance levels of these criteria and a new performance index model was hereby developed. The proposed method consists of a total of 140 criteria including six main criteria ( NO. of MOBs, NO. of Owners, Category of MOBs, the staff in MOBs, Ratio of MOBs, Customer Overview.), and other sub- criteria. As far as we know, this study is the first to propose a model for measuring the performance and staffing of shopping malls.*

**Keywords:** Shopping malls, multi-criteria decision making, analytical hierarchy process, performance measurement.

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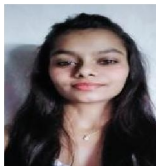
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